

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

May 15, 1997

RJR Account #081120
Mr. C. Polino
BUFFALO TOBACCO

JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727

Dear Coz:

Regular DORAL product has been ordered (see quantities listed below), as well as 20 SKUs of Doral Flashlights (Item #527813) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (6M)</u> <u>Cases</u>
12300-84006	FF Box	1
12300-22081	FF Box 100	1
12300-84106	LT Box	1

<u>Product / Premium Arrival:</u>	<u>June 23, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: June 30, 1997</u>

<u>Lighters: (Item #527813)</u>	
<u>SKU CUBE:</u>	<u>2.5280</u>
<u>SKU WT (w/o Product):</u>	<u>10.6200 lbs</u>
<u>Retail Sales Offer per Sku:</u>	<u>20 units</u>

<u>Billing per Sku:</u>	<u>4 Savings Cartons</u>
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<u>EFT \$ Amount:</u>	<u>\$831.95</u>
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>

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B2GPF
BUFFALO TOBACCO

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$42.00 (1.5 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Enc. Wholesaler Packing Instructions

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORFL.DOC

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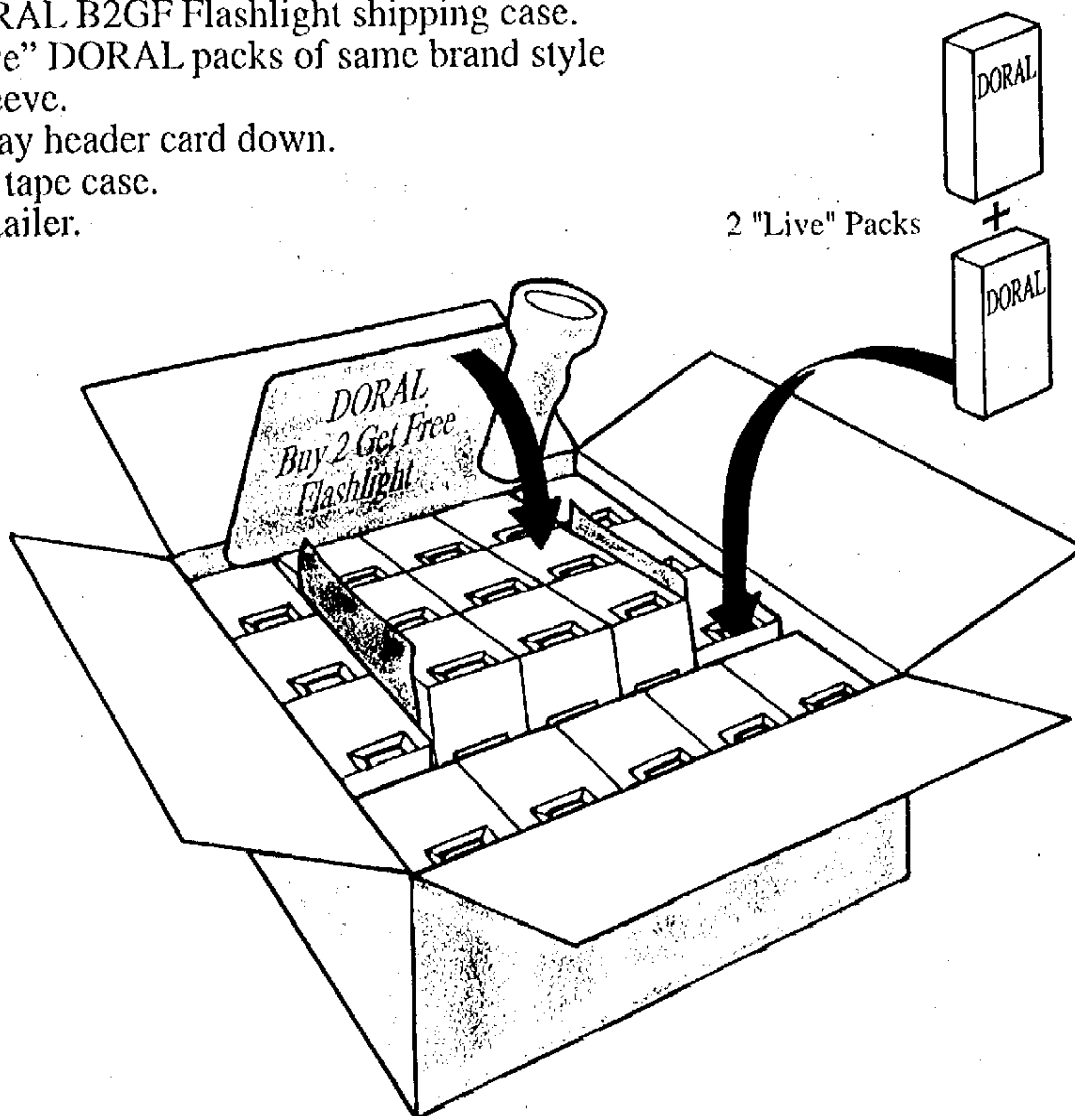
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS -3RD QTR.'97

July DORAL B2GF Flashlight

STEPS

1. Open DORAL B2GF Flashlight shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 527813

Description: DORAL B2GF Flashlight Display/POS Kit

Brand Style	FF BOX	FF BOX 100	LT BOX	LT BOX 100		
Number of Cartons						

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 5
DATE: 97-05-12
TIME: 03:48 PMWHOLESALE : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>
TEMPLATE : 700727 70700 DOR FLASHLIGHT
TEMPLATE SEQ : 0010
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162625	483559	GANCI'S EXPRESS MAR	1241 E LOVEJOY ST	BUFFALO	NY	14206	1				(716) 892-2427
162601	162629	624663	A-PLUS #60838	1301 HERTEL AVE	BUFFALO	NY	14216	1		0362-0102	047514	(716) 873-7005
162601	162626	660889	FOOD PLUS 11	317 ENSMINGER RD	TONAWANDA	NY	14150	1				(716) 871-8771
162601	162626	667214	NFT MOBIL	8721 NIAGARA FALL	NIAGARA FALLS	NY	14304	1				(716) 297-6085
162601		716625	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY	14209	1		0362-0102		
162602	162629	665636	MICHAEL'S SUNOCO	3705 HARLEM RD	BUFFALO	NY	14214	1				(716) 836-1314
162602	162625	691459	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY	14222	1		0362-0102		(716) 881-1557
162602	162629	765426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY	14225	1	NYS			(716) 895-9201
162603	162622	323511	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	1	NYS			(716) 937-9931
162603	162625	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716) 825-2222
162603	162629	397510	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY	14043	1	NYS			(716) 683-4722
162603	162622	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	1	NYS			(716) 681-8251
162603	162625	506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	14224	1	NYS			(716) 674-4545
162603	162680	554322	ROLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY	14224	1	NYS			(716) 668-7545
162601	162625	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	14213	5	NYS			(716) 883-6277
162601	162629	398677	CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	14217	1	NYS			(716) 875-4752

PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY 20

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY 20

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07/10/97

ACCOUNT NUMBER: 081120 BUFFALO TOBACCO PROD
VOUCHER NUMBER: 15360221 202-208 RHODE ISLAND
DATE WRITTEN: 07/10/97 BUFFALO , NY 14213
STATUS: PAID
AMOUNT PAID: 42.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.50	42.00

EXPLANATION: JULY: DORAL B2GF FLASHLIGHT/#700727/C. ALESSANDRA